

Amendments to the Specification:

Please amend the specification as indicated below.

On page 2, replace the paragraph at lines 22-30 with the following:

--The shelf talker of the present invention can be provided as a thin flexible electronically writable shelf talker that is easily manufacturable by picking and placing the single bistable liquid crystal character chips on a flexible ~~baek~~-backplane. The chips require no additional power once written and the shelf talker maintains the display of information until written again. The advantage of the individual character chips is that they can be manufactured in quantity prior to the design of the backplane of the shelf talker, and later placed on a custom fabricated back plane to yield any one of a number of different configurations for the shelf talker.--

On page 3, replace the paragraph at lines 24-25 with the following:

--Fig. 7 is a cross sectional view of the shelf talker writer taken along lines 7-7 of Fig. 6;--

On page 3, replace the paragraph at lines 28-29 with the following:

--Fig. 9 is a schematic block diagram of a shelf talker system according to one embodiment of the present invention, split into Fig. 9A and Fig. 9B for legibility.--

On page 4, replace the paragraph at lines 2-17 with the following:

--Referring to Figs. 1 and 2, a single character display chip 10 is constructed by forming a conductive common electrode layer 14 on a substrate 12. A layer of bistable liquid crystal material 16 is deposited, for example by roll coating, on the conductive common electrode layer 14, leaving an exposed area of layer 14 for making electrical contact. Electrically conductive character segments 18 are then formed, for example by thick film printing on the bistable liquid crystal layer 16. The character segments 18 may be arranged, for example to produce numeric characters 0-9 as well as a slash, a decimal point, a dollar sign, and a cent sign. The optical state of the bistable liquid crystal material 16 between the character segments 18 and the common electrode layer 14 can be changed by selectively applying drive voltages to the character segments and the

common electrode layer 14. Once the optical state of the bistable liquid crystal material **16** has been changed, it remains in that state indefinitely without further power being applied to the electrodes. The single character display chip **10** can be made as shown for example in USSN 10/134,185, filed April 29, 2002 by Stephenson et al., which is incorporated herein by reference.--

On page 6, replace the paragraph at lines 3-15 with the following:

--Referring to Fig. 9, split into Figs. 9A and 9B for legibility, a shelf talker system using a shelf talker of the present invention includes a database transceiver **175** that sends information derived from a central database computer **180**, to a personal computer transceiver **160** in the portable personal computer **140**. Commands from the keyboard interface **155** and shown on the display **145** are sent to the shelf talker writer **70** by way of the laptop central processing unit **150** through communication cable **170**. Power **130** is supplied to the shelf talker writer through power cable **135** to circuit board **75** for powering the sensors **100** and **101**, roller drive motor **90**, solenoid **105**, and a digital camera **126** located in the shelf talker writer **70**. Upon writing the shelf talker **65**, the digital camera **126** sends an image back to the portable personal computer **140** through communication cable **170** where character recognition software compares the actual written characters to the database. If the data is inconsistent, an error message is posted on display **145**--